

**RACIAL HARMONY TASK FORCE
STEERING COMMITTEE
MARCH 29, 2004**

**CHAMBER OF COMMERCE
445 WEST WEBER STREET
STOCKTON CA**

Janet Lilly	AACC	Chair
Dino Leonardi	City of Stockton	Food/Entertainment Chair
Florence Low	City of Stockton	All
Pennie Ruffin	City of Stockton	Program
Matt Robinson	City of Stockton	Publicity
Francisco Arce	Delta College	Program
Sean Fenner	Stockton Police Dept	Publicity
Jeff Feinstein	Temple Israel	Faith Community
Irvin Jefferson	Lodi USD	Publicity
Johnny Ford	City of Stockton	Program
Anthony Bernal	El Concilio	
Doug Wilhoit	Greater Stockton	
	Chamber of Commerce	
Christine Tien	City of Stockton	
Dianne Barth	SUSD	
John McKillip	Manteca USD	

1. **Subcommittee Updates:**
 - a) **Publicity Subcommittee**
 - b) **Food Subcommittee**
 - c) **Entertainment/Vendor Subcommittee**
 - d) **Fundraising Subcommittee**

Food/Entertainment/Vendor Subcommittee Report:

It was reported that there was a discussion to contact local groups about setting up booths. Ms. Lilly circulated a copy of a vendor application. Dino Leonardi indicated that he has a mailing list. Discussion ensued on insurance and policies for organizations who are not official food vendors. The City would provide health permits. It was decided to gear toward non-profits so the event would not be so commercial, and to use caution if mixing commercial vendors and nonprofits. Jeff Feinstein said that an attempt would be made to limit this activity to nonprofits unless one could not get enough organizations. Ms. Lilly added that there should not be too many vendors selling the same item.

Mr. Leonardi said that the vendor application is being redone. He reported that the committee met on February 11 and went over goals for entertainment as well as food. They want to use community groups and churches for food. A question came up whether restaurants can donate to organizations. It was felt that this would be acceptable as long as the restaurant was not advertising. There will be no fees for community group vendors. There was discussion about canopies or tents that would maintain uniformity. The Mayor had asked for budget and a breakdown of costs. While a fee would not be charged, per se, the cost of a booth would be about \$80 to \$100.

Related to entertainment, Mr. Leonardi said that most of the entertainment will be on stage, but as a cultural event it will also entail art on display, exhibits, demonstrations, etc. He emphasized that consistency is important.

Ms. Barth advised asking the participants to come the day before to be shown how big their booths will be and how much space is available.

Mr. Leonardi said that all setup would be done the day before. It was decided that artists should be able to sell their works, which brought up the issue of a business license. Mr. Leonardi said that he would take out a business license for the event itself to cover everyone. Insurance would be handled the same way after talking to the appropriate people. He said that the idea is to make participation appealing. Finding participants is an issue. Mr. Leonardi said that Mr. Elliott had compiled a list of groups when he worked on the All America City event and other contact lists are being used. For their next meeting, the subcommittee said they would review the application forms and correct out-of-date information. Ethnic groups were identified and contacts were discussed. He said that the subcommittee will meet again next week and meetings will be held more frequently if necessary closer to August.

Mr. Leonardi said that much of what the Entertainment Committee will be doing will coincide with the Planning Committee, so it will probably be necessary to combine those committees.

Ms. Lilly commented that much entertainment will be needed and the Chair of the Program Committee, Teri Bentz, should work with the Entertainment Committee.

Mr. Leonardi said that a target date for getting applications out would be the beginning of May so that things are in place by the beginning of June. He noted that several other events are scheduled during June and July. He said that Teri Bentz was unable to attend today because of another meeting. He said that although he has sufficient people on his committee, anyone who has friends or affiliations that could provide input are welcome to contact him directly. In response to Johnny Ford, he said that representatives from the Sikh Temple are on his list. He said that the contacts from the interfaith community have been very helpful. Native Americans have also been contacted.

Mr. Leonardi announced that on Sunday, April 4 at 1 p.m. there will be a Dave Brubeck Jazz Concert at the University of the Pacific in conjunction with the celebration of 40 years of the signing of the Civil Rights Act, followed by an interfaith event from 4 to 5:30 p.m. with refreshments to follow. The event is free at the Civic Auditorium, with seating for 1,000 and more available. There is a notice in the *Today* section of *The Record* and Ms. Lilly suggested passing this information along by e-mail also.

Publicity Subcommittee:

Matt Robinson reported that vendors, food, and entertainment, etc. must be in place before publicity can be generated to the event. A footprint of the event would be very helpful to indicate location of vendors, etc. Ms. Lilly said that she thought about doing some kind of "Save the Date" notifications. Mr. Robinson said that they are looking at late May for the Publicity Committee to get the word out. He added that the Publicity Committee could step in and help get more vendors and entertainment.

Ms. Lilly asked if the letter seeking story tellers was sent out. Mr. Leonardi said that this had not been done yet. Ms. Lilly noted that there was a group at the Library that was interested in this and could publish information in its newsletter. She added that every ethnic group should have a storyteller in a big tent. She said that while the publicity campaign could not go ahead at full speed, there are target groups that need to be contacted for a "heads up." Mr. Robinson noted that efforts could be incorporated with the search for candidates for the All America City application. She suggested using a videographer or photographer to do documentation for the event.

Mr. Wilhoit said that the web site will also be utilized

Fundraising:

Mr. Wilhoit reported that he had not yet been able to meet with the Mayor to provide an update on fundraising. He said that they are awaiting the fundraising letter.

Mr. Robinson said that the letter has been finished and the Mayor and each committee member will sign.

Ms. Lilly, noting that about \$40,000 to \$50,000 will be needed, asked if the Mayor had been heard from.

Mr. Robinson added that they are competing with other projects, including the Bob Hope Theatre funding requests by the Mayor, and are asking the same people for money. He said that an effort will be made to avoid asking the same people twice and to seek out different donors. He noted that the Mayor is also involved in his campaign.

Ms. Barth asked about a small donor campaign. Ms. Lilly suggested that small business could buy ads in a booklet.

Mr. Ford said that he has seen success using donation boxes at a site, manned by "friendly faces" requesting a small donation.

Mr. Leonardi commented that people are more apt to donate if they know that the event will continue.

Mr. Robinson noted that April 17 is the groundbreaking for the Marina Project and a table could be set up there about the August event.

Mr. Robinson said that the Port of Stockton would be ideal as a title sponsor as they deal with imports and exports internationally.

Ms. Lilly said that using small donor boxes at various events prior to the multicultural event is a good idea and handouts or postcards about the event should be available at the same time. The postcards could illustrate the international flags of the Port, and have a logo, something simple to give people when they make a donation. Mr. Wilhoit suggested using a picture of the flags that were used at the State of the City Address on the front of the postcard.

Mr. Ford said that it would not be unreasonable to ask the Port for \$15,000 or \$20,000.

Mr. Wilhoit added that the Port is a major sponsor of the Asparagus Festival.

Ms. Lilly said she would like to see a rough draft of a postcard at the next meeting. Then there could be a table, a donation box, and postcards available for the Asparagus Festival.

Mr. Robinson commented that the Asparagus Festival has very strict rules.

Ms. Lilly said that if the Mayor, the Police and Fire Chiefs, and City Manager are all supporting the multicultural event there shouldn't be a problem.

Mr. Wilhoit said that he is on the Board of Directors of the Asparagus Festival and solicitation is not allowed.

Ms. Lilly responded that the donation boxes, etc. could be done through the City's booth at the Festival because the multicultural event is City-sponsored. She repeated that donation boxes and information could be placed at multiple City-sponsored events. Mr. Robinson will work on a

mockup of a postcard so it can be used for the Asparagus Festival. This mockup could be e-mailed to committee members prior to the next meeting.

Interfaith Committee:

No report was available. Ms. Lilly said that she would contact Reverend Hailey.

2. Next Meeting

Ms. Ruffin said that the Youth Advisory Commission would like Ms. Lilly to attend their meeting on the first Thursday in May.

Ms. Low announced that the Program Subcommittee is meeting this Friday, April 2, at noon. It was pointed out that this coincides with Spring Break. April 8 was suggested as a meeting date, to be confirmed with Teri Bentz.

It was decided that the next meeting will be held April 19, 2003 at noon.

The meeting adjourned at 12:55 p.m.